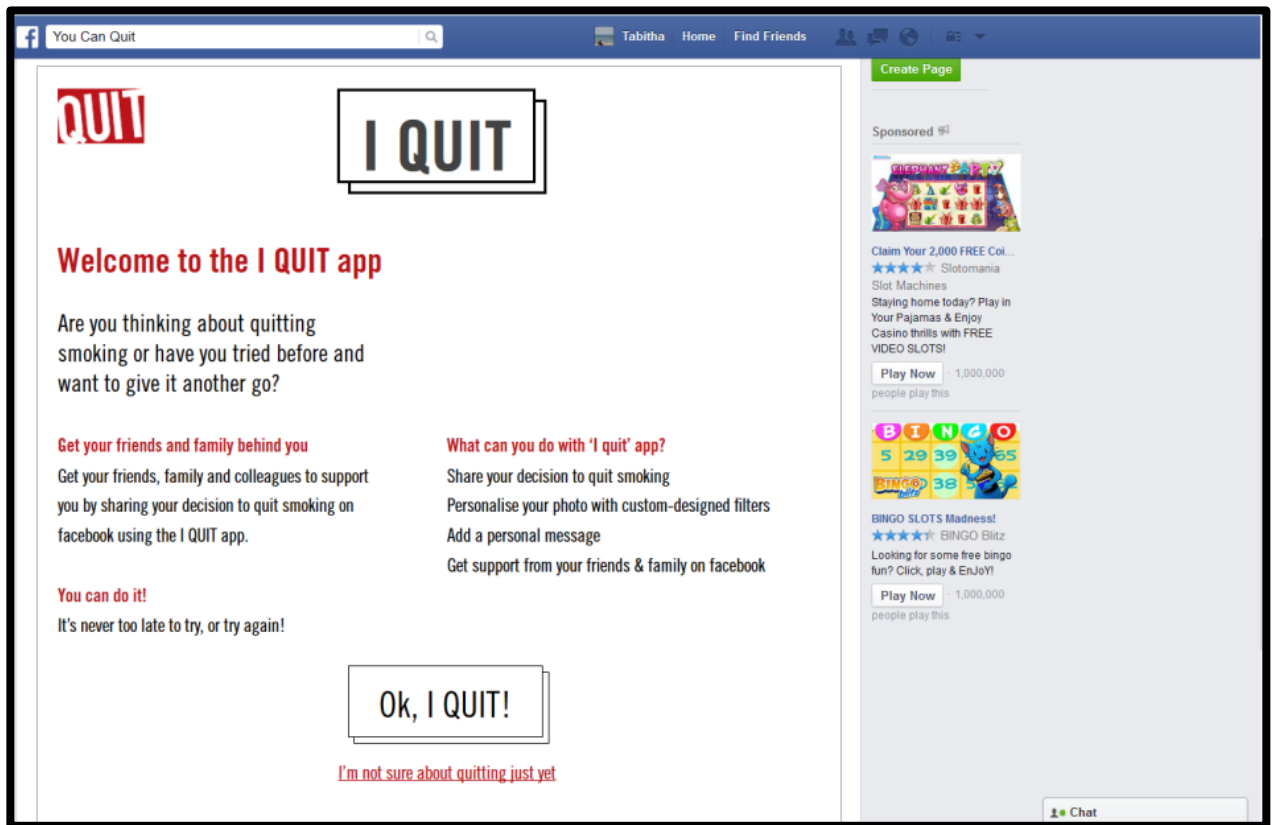


Appendix 2. Representative screenshots from apps in each category

A. Screenshot of public pledge to quit Facebook app (I QUIT)



B. Screenshot of calculator/tracker Facebook app (Cessation Nation)

The screenshot displays the Cessation Nation Facebook app interface. The top navigation bar includes a search bar, a home icon, and the user's name 'Caroline'. Below the navigation bar, a greeting 'Hi Caroline!' is followed by 'Post' and 'Invite' buttons. A row of icons (no smoking, no alcohol, trophy, heart, soccer ball) is visible. The main content area features a calculator/tracker with the following data:

- QUIT DATE**: Aug 4, 2013 19:00
- TIME SINCE**: 175d 23:33
- MONEY SAVED**: 483.07
- NOT SMOKED**: 527.95
- TIME SAVED**: 2d 04:47

Handwritten red text 'Find your Match' is overlaid on the right side of the calculator area. To the right of the calculator is a sidebar with various sections: 'Games Your Friends Are Playing', 'Recommended Games', 'People You May Know', 'Sponsored' (Home Depot, AT&T, 7-Eleven, ModCloth), and 'Walker D. Witt Roofing'.

C. Screenshot of multi-component quit smoking program Facebook app (UbQUITOUS)

